

# Products, Projects, and Services; similarities and differences in architecting

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## Abstract

Systems Architecting for project, product and service businesses are slightly different. These differences are reflected in the structure of the processes and the role of the architect. We elaborate the similarities in these businesses and the differences.

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TBD

# Projects versus Products

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project



unique  
customer specific

*tailored to customer needs*

tender-contract-execution  
cost  $\approx$  project hours

investment by customer

product



catalogue  
generic

*"one size fits all"*

mass production  
economy of scale

investment in product design

# Convergence of Projects and Products

harvest and use  
standardized components/products

configuration and customization  
customer specific at customer site

project

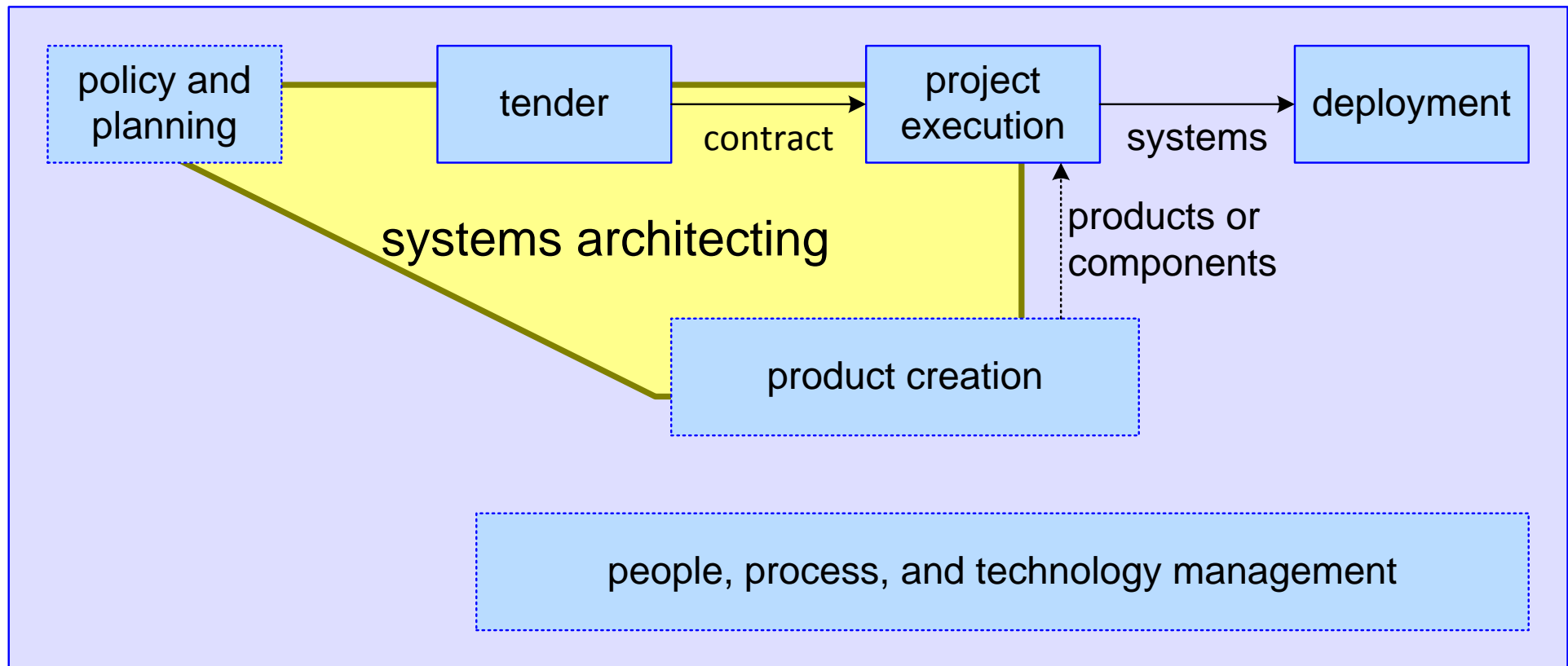
product



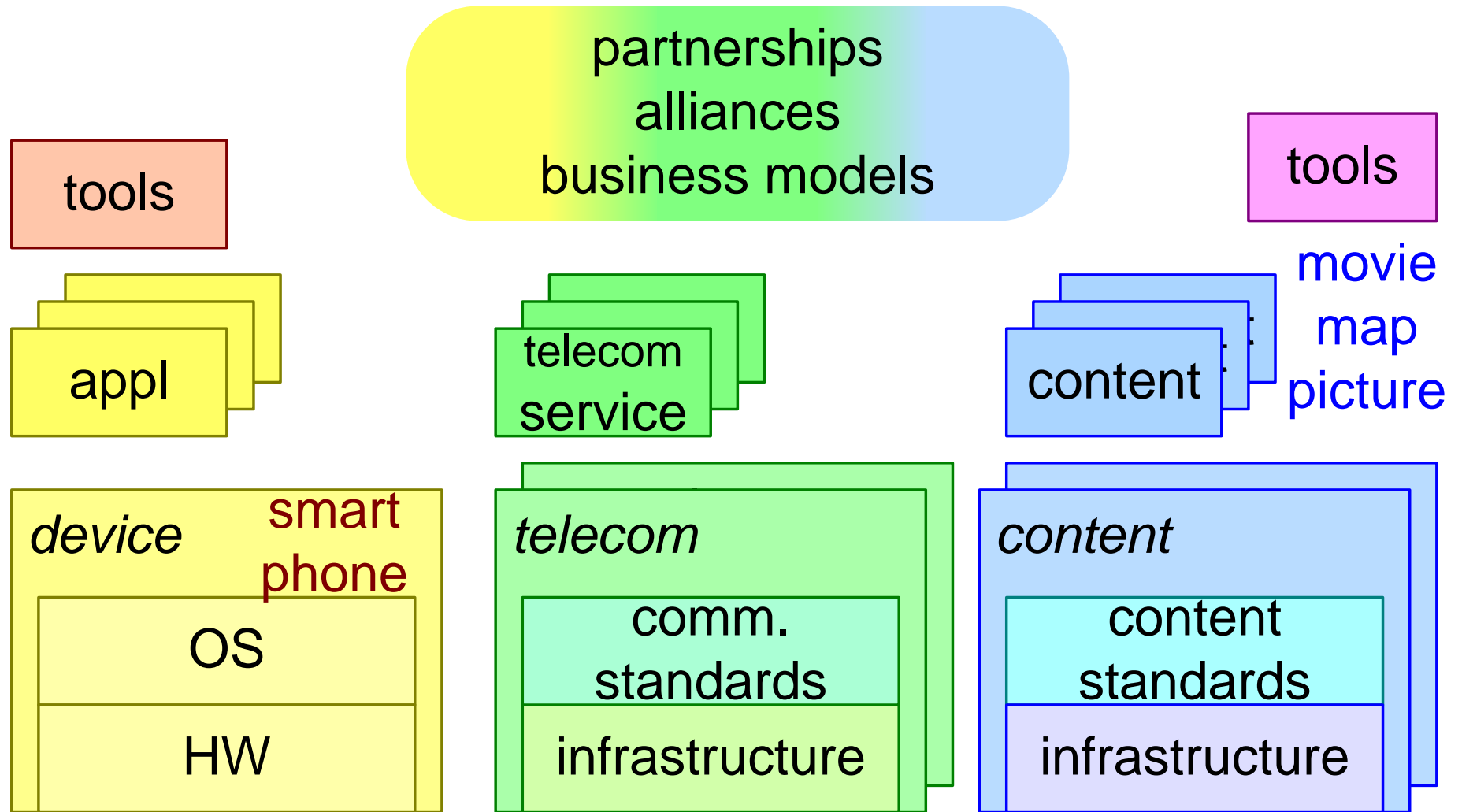
unique  
customer specific

catalogue  
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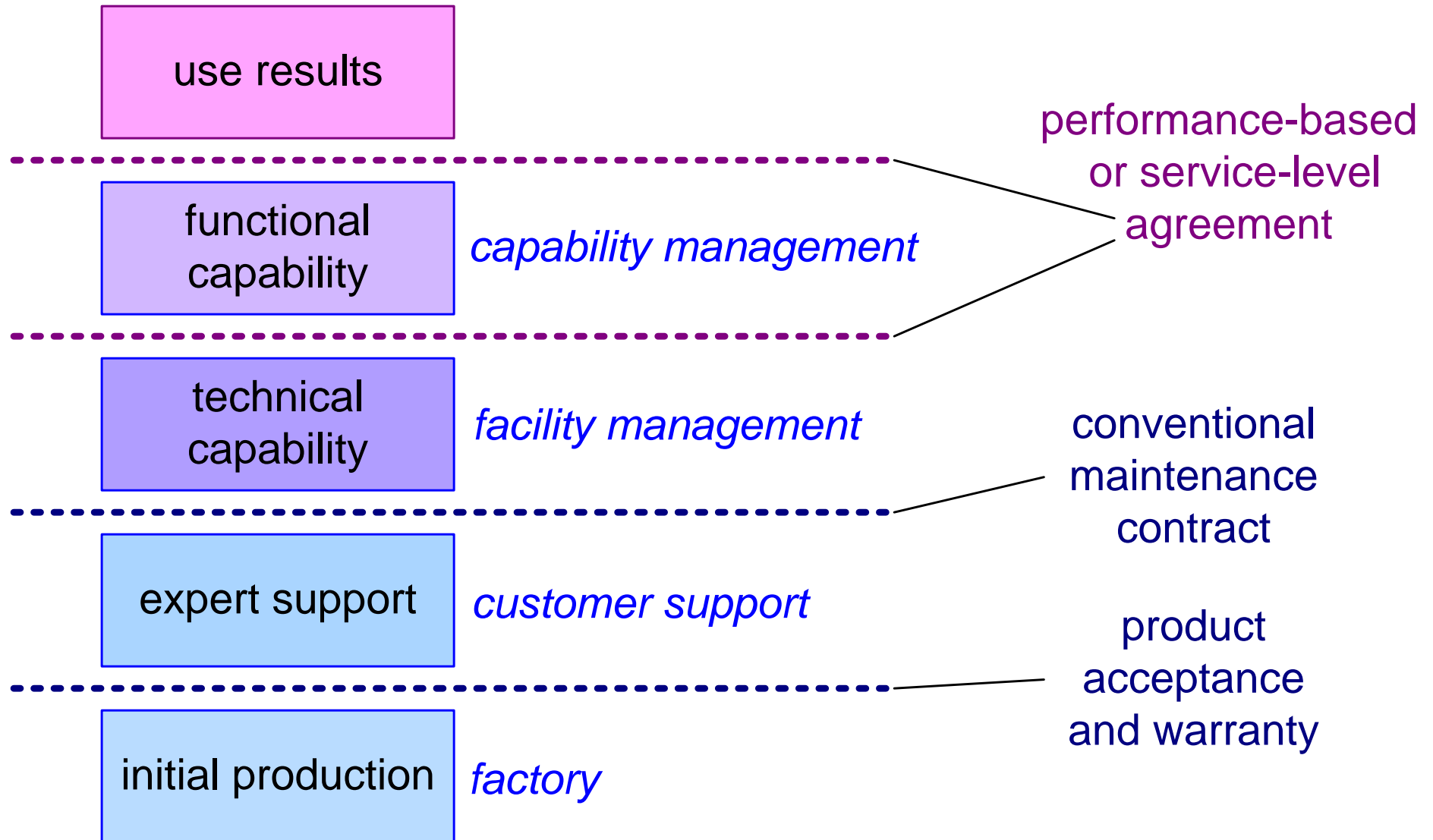
# Simplified process diagram for project business



# Example of extensive complex of services



# Model of operational services



# System of Systems

